GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:4928
ANSWERED ON:26.04.2000
DMS MILK
ARUN KUMAR;NAWAL KISHORE RAI;SHANKERSINH VAGHELA;SUKDEO PASWAN;SUSHIL KUMAR INDORA;TUFANI SAROJ

Will the Minister of AGRICULTURE be pleased to state:

(a) whether the sale of the DMS milk has been declined after the hike in its price;

(a) whether the sale of the DMS milk has been declined after the hike in its price;

(b) the average shortfall in percentage after hike in price and the quantum of sale of milk per day;

(c) the measures likely to be taken to increase the sale of milk;

(d) whether the DMS has reduced the purchase of milk from the neighbouring States following decline in its sale;

(e) if so, the extent to which milk producers/suppliers have been affected;

(f) the steps being taken by the Government to sortout their problems; and
(g) the quantity of fat prescribed by the Department of Health for the milk sold by DMS and other dairies on same price b the capital?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI I1UKUMDEO NARAYAN YADAV)

(a) & (b): After the increase in sale price of DMS milk, the average daily sale has declined from around 4.00 lakh litres to 2.36 lakh litres. The reduction is 41%.

(c). The following measures have been taken to enhance the sale of DMS milk.

(1). Commission to the concessionaires & depot agents has been increased;

(2). Incentive has been introduced to any group of consumers purchasing more than 100 litres of milk per day;

(3). Procedure for issue of home delivery cards has been simplified;

(4). Depot opening and closing times both for morning and evening shifts have been extended;

(5). New distribution channel of bulk supply has been started;

(6). Area for supply of DMS milk has been expanded;

(7). Area field officers have been empowered to appoint new concessionaires or depot agents.

(d) & (e): The quantity of raw milk procurement has been restricted following the decline in sale. The reduction in procurement has been effected with the agreement of the concerned supplying agencies.

(f): Not applicable in view of(d) & (e) above.

(g): DMS distributes toned and double toned milk. The fat contents in toned milk and double toned milk is 3.0% and 1.5% respectively as fixed under PFA Rules by the Ministry of Health and Family Welfare. Mother Dairy is also supplying toned milk and double toned milk of the same standard on the same price as that of DMS.